

New Public Affairs Officer Orientation

Written by Maj. Jeffrey Morris

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I am very pleased to announce the roll-out of the "New PAO's Orientation" at www.ncrpao.org

The orientation is a website with several pieces...

1. The "Guide for New Squadron Public Affairs Officers" is a short text that outlines our expectations for Squadron PAO's. This is the "PAO's Flight Plan" that I have talked up for the last several years. Basically it takes the Squadron PAO's job and breaks it down into 5 easily digested portions (Planning, News Releases, Newsletters, Websites and Community Outreach) that allows a new PAO and Commander to easily understand these important functions.

2. A series of links to resources and websites to help the new PAO get started with his/her work. Please note that not all of the links are active. This will be corrected by week's end.

Please take a look at this site and share the information with leaders, especially commanders at all levels. Wing PAO's please make sure that all of your new Squadron PAO's are tools about this resource and feel free to use this as you deem appropriate.

This was put together because of a need to give new PAO's a "Fast Start" into heir work. Many people including senior PAO's from all over the nation reviewed the text and made some excellent suggestions which have been incorporated. Thanks to the NHQ PA Team for all

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of the outstanding resources at their website that help new PAO's get started on the right foot. Thank you all for your help.

This guide and site will be updated on a regular basis. Comments and suggestions are always welcome and appreciated.

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Al Pabon, Major, CAP
Director of Public Affairs
North Central Region, Civil Air Patrol